

CENTRAL HOLLYWOOD COALITION
A Non-Profit Corporation
1680 Vine Street, Suite 216 – Hollywood CA. 90028

MINUTES
December 11, 2007
Board of Directors Meeting
Los Angeles Film School
6353 Sunset Boulevard
Hollywood, CA. 90028

Officers and Directors Present

(Sign in sheet attached to these minutes as Appendix A)

Dirk Degraeve, President, Paramount Contractors
Duke Gallagher, Secretary/Treasurer, The Production Group
Carol Massie, Assistant Secretary/Treasurer, McDonald's Restaurants
Susan Durante, Los Angeles Film School
Craig Donahue, The Donahue Group
Brad Folb, Paramount Contractors
Ryan Harter, CIM Group
Father Michael Mandala, Blessed Sacrament Church
Michael Pogorzelski, Academy of Motion Picture Arts and Sciences
Fred Rosenthal, Ametron

Absent

George Abou-Daoud, Bowery Street Enterprises
Shake Bakalyan, Wells Fargo Bank
Richard Inouye, Tribune
Darcy Judd, Robertson Properties Group
Nick Salamone, Off Vine Restaurant

Consultants

Kerry Morrison, Hollywood Property Owners Alliance
Sarah MacPherson, Hollywood Property Owners Alliance
Joe Mariani Jr., Hollywood Property Owners Alliance
Katie Zandona, Hollywood Property Owners Alliance
Don Duckworth, Duckworth Consulting
Bill Farrar, Andrews International
Steve Seyler, Andrews International

Guests

Bill Baird, Property Owner
Margaret Baird, Property Owner

1. Call to Order

The meeting was called to order by Board President Dirk Degraeve at 4:07 P.M. The agenda was posted 72 hours prior at this venue and is attached to these minutes as Appendix B.

Note: All appendices referenced in these minutes are attached to the official minutes in the HPOA Staff Office

2. Public Comment

The board welcomed Bill Baird and Margaret Baird from the Sunset and Vine BID, as well as Bill Farrar and Steve Seyler representing Andrews International Security.

3. Approval of Minutes

The approval of the Minutes from the November 13, 2007 Board Meeting were deferred for approval until the Board's January 15, 2008 meeting.

4. Treasurer's Report

Duke Gallagher reviewed the Financial Statements from November 30, 2007. Currently the BID would finish the year with about \$310,000 in the bank. Gallagher explained this is more than the group had anticipated ending the year with however, there were still some funds which would be spent in streetscape and security before the end of the year. Part of the reason for the excess funds is due to the fact that Gallagher believes the City has not yet taken its full 3% fee. Degraeve questions if an amount should be earmarked in the New Year to cover the fee. Gallagher explained that in the New Year the city is scheduled to take a 2% fee off the gathered assessments for the next year and that this has already been set aside. In closing Gallagher says the Board should have a 2008 budget of approximately \$1.4 Million, with 2007 roll-over that has been proportionally added to the already established MDP categories.

It was moved by Carol Massie, seconded by Craig Donahue and CARRIED to approve the Treasurer's Report dated November 31, 2007. The motion was unanimously approved. (The Treasurer's Report is attached as Appendix C).

5. Consultant's Report

- a. Board Elections: Don Duckworth reviewed with the board a policy statement which reviewed the process of Board Member Selection as discussed in the Central Hollywood Coalition Bylaws. Among the topics in the policy was the issue of appointing a fourth person to the nominating committee who would be a property owner in the Sunset and Vine BID who was not a member of the board nor seeking a nomination to the Board of Directors. The board discussed this issue and suggested possibly having a neutral party that was not a property owner. Ryan Harter questions this suggestion and stated he thought it would be best for the Board to include a property owner as the fourth member of the nominating committee. Duckworth also advised that in the current CHC Bylaws, it states that Board Members serve a one year term. This being the case, Duckworth questioned if current Board Members would have to submit an application to

apply for the Board next year or should the application be waived and Board Members who wished to remain on the board would submit their names and their intent to remain on the board to the nominating committee. A discussion on the topic ensued and it was determined that Father Michael Mandala, as the Nominating Committee Chair would survey existing board members as to their intent to return to the board next year. The following Board Members in attendance raised their hands showing their intent to remain on the board next year:

- Susan Durante
- Ryan Harter
- Michael Pogorzelski
- Carol Massie
- Craig Donahue
- Brad Folb
- Fred Rosenthal
- Father Michael Mandala

Board members not in attendance will be contacted by phone before the application submission deadline of December 21, 2007. In closing Duckworth informed the group that after the slate was chosen by the nominating committee, the slate would be elected to the board at the Board's Annual Meeting in February 2008.

- b. Consulting Agreement Scope of Work for 2008: Earlier in the week board members were emailed a scope of work for Don Duckworth, consultant for the Sunset and Vine BID for the 2008 year. The contract would guarantee the Central Hollywood Coalition Board 20 hours of service a month for a cost of \$2,000 a month. As part of the responsibilities Duckworth would continue to write the quarterly and annual reports for the BID, update categories within the database on a quarterly basis that pertained to property ownership and mailing information for assessment bills, manage calls from property owners pertaining to their assessments, along with other responsibilities as laid out in the scope of work.

It was moved by Duke Gallagher, seconded by Craig Donahue and CARRIED to approve the Consulting Agreement Scope of Work for 2008 for Duckworth Consulting. (The Consulting Agreement is attached as Appendix D).

6. Committee and Program Reports

- a. Security Committee
 - i. Report from Andrews International: Bill Farrar discussed with the Board the proper procedures to take when calling Andrews International if someone witnesses a crime in the area. Farrar reviewed with the Board the process of a private persons arrest and informed the board that Andrews could not legally detain or arrest an individual unless someone who witnessed the crime is willing to initiate the arrest against the defendant with Andrews in support. Farrar encouraged the board to

continue to call the Andrews International team when crimes or felonies are witnessed, however he would like to encourage them to inform their businesses and employees of the rules and regulations in order to avoid future conflicts.

- ii. Review of Pending Change Order: Morrison informed the Board that it was agreed upon that for 2008 both the Hollywood Entertainment District and the Sunset and Vine BID would, through a combined \$1.9 Million security budget, share five foot beats between the two areas. A change order to the Andrews' contract would be prepared for Board review in January.

b. Streetscape

- i. General Maintenance Update: Sarah MacPherson distributed to the Board minutes from the Streetscape Committee's last meeting. Since the last board meeting, 19 wrought-iron trash receptacles have been purchased and placed throughout the district. MacPherson also informed the board that HPOA recently had a successful meeting with the Clean Street management staff and were able to secure the names and schedules of the current employees in the area, as Rudy Gonzalez the former Supervisor for the Sunset and Vine BID has left and been replaced by Byron Escobar. In consultation with Clean Street, staff has decided to shift pressure washing schedules to alternate between major streets and minor streets each month. This will better help Clean Street with their scheduling as opposed to the current bi-monthly schedule which leaves a month with no pressure washing following a month with pressure washing. Under the current plan major streets would get washed the first month and minor streets the next month, on an on-going cycle through the end of the year. MacPherson also requested that any board members who knew of a space which the Clean Street team could rent to have a small break room and a place to clock in and out would be appreciated. Lastly the Streetscape Committee will have Lance Oishi from Street Services at their next meeting to discuss street furniture programs with the BID and the Committee is planning on taking some fieldtrips to alternate BID areas in the coming year.

c. Marketing Committee

- i. Pole Banner Progress: Katie Zandona distributed the approved pole banner design which had been approved by Craig Donahue earlier in the week. Zandona mentioned that the new pole banners are scheduled to begin being placed in early February of 2008. Zandona also showed the board the new logos which will soon be printed and placed on the trash receptacles throughout the district. The Sunset and Vine BID website is also currently in the works and is tentatively scheduled to be launched in the first quarter of 2008.
- ii. Feedback about Newsletter: Don Duckworth noted that it had been discussed in the past the possibility of changing the current newsletter

distribution format from mail to fax. The board discussed the topic, and felt that the current colorful layout was great for catching people's attention, and would be lost if the distribution method went to a fax format. Some board members thought that an email format would work as well. Zandona however mentioned that her research has found that emailed news letters are often the least read. The board agreed to keep the current format as is and would not revisit the issue until the middle of next year.

7. New Business

- a. The Mayor's office will be hosting a meeting on 12/12/2007 to discuss the possibility of moving Fashion Week to the L.A. area in the near future. Craig Donahue and Katie Zandona will represent the BID.

8. Report from Kerry Morrison

- a. General Update: Morrison informed the board that the HPOA staff, along with a temp have made progress in securing contact names for the Sunset and Vine Business Improvement District Database. Morrison says that the office will be re-mailing the nominating committee packet to those property owners whose names have now been secured.
- b. NavigateHollywood.com: Morrison reviewed with the board a proposal to have a stand-alone website that would be a function of the HPOA entitled "NavigateHollywood.com" The website would serve as a destination for individuals or groups traveling to Hollywood where they would be able to find information on events, as well as traffic, parking and street closures. Initially the group would have to find donors to support the site, but eventually would hope that the site could be funded through advertising businesses.
- c. Report from City Hearing on Newsrack Implementation: It was reported that there was a recent hearing regarding the implementation of the newsrack ordinance which had been passed three years prior. Morrison informed the board that she had submitted a letter to be read at the hearing which stated her disappointment in how the City, after three years, has yet to reach the Hollywood area and has fallen behind in their enforcement and "re-seeding" schedule. Morrison has yet to hear any feedback about the results of the meeting.

9. Next Meeting

The next meeting was scheduled for Tuesday, January 15, 2008 beginning at 4:00 P.M. at the Los Angeles Film School (6353 Sunset Blvd., Los Angeles, CA. 90028).

10. Adjournment

The meeting was adjourned by Board President Dirk Degraeve at 5:50 P.M.